

INVOICE



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

Mundy Katowitz Media
Attention: Accounts Payable
1322 G Street SE
4th Floor
Washington, DC 20003

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
947784-1	09/30/12	September 2012	08/27/12 - 09/24/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washingt	National

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORITIES USA ACTIO	1561

Flight Dates	Order #	Alt Order #
09/18/12 - 09/24/12	947784	06300988

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	321	340

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/21/12	09/21/12	The View	11A-12PM	----1--	:30	1	\$900.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	----1--	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	09/21/12	10:58 AM	The View	11A-12PM	:30	USATV02H	\$900.00 NM
2	09/21/12	09/21/12	Jimmy Kimmel	12:06-01:06AM	----1--	:30	1	\$75.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	----1--	1	\$75.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	09/21/12	12:52 AM	Jimmy Kimmel	12:06-01:06AM	:30	PRATV12-19H	\$75.00 NM
3	09/21/12	09/21/12	WPBF News 25 Mornings	5:30-5:57am	----1--	:30	1	\$225.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	----1--	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	09/21/12	5:29 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	USATV02H	\$225.00 NM
4	09/21/12	09/21/12	WPBF News 25 Mornings	6-7AM	----1--	:30	1	\$450.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	----1--	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	09/21/12	6:28 AM	WPBF News 25 Mornings	6-7AM	:30	PRATV12-19H	\$450.00 NM
5	09/24/12	09/24/12	THE CHEW	1P-2P	1-----	:30	1	\$275.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	1-----	1	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	09/24/12	1:30 PM	THE CHEW	1P-2P	:30	PRATV12-19H	\$275.00 NM
6	09/24/12	09/24/12	Nightline	11:35-12:05AM	1-----	:30	1	\$550.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	1-----	1	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	09/24/12	11:54 PM	Nightline	11:35-12:05AM	:30	USATV02H	\$550.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
We warrant that the actual broadcast information shown on this invoice was taken from the program log

INVOICE



Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
947784-1	09/30/12	September 2012	08/27/12 - 09/24/12

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORITIES USA ACTIO	1561

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	09/24/12	09/24/12	Nightline	11:35-12:05AM	1-----	:30	1	\$550.00	NM
Class of Time - Fixed Non Pre-emptible									
7	09/24/12	09/24/12	WPBF News 25 @ 5am	5-530am	1-----	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 1----- 1 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF M 09/24/12 5:22 AM WPBF News 25 @ 5am 5-530am :30 PRATV12-19H \$175.00 NM									
8	09/24/12	09/24/12	Good Morning America	7-9AM	1-----	:30	1	\$600.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 1----- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF M 09/24/12 7:41 AM Good Morning America 7-9AM :30 USATV02H \$600.00 NM									
9	09/22/12	09/22/12	Sat 5-6am News	Sat 5-6am	-----1-	:30	1	\$85.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -----1- 1 \$85.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Sa 09/22/12 5:55 AM Sat 5-6am News Sat 5-6am :30 USATV02H \$85.00 NM									
10	09/22/12	09/22/12	GMA Saturday 7-8am	Sat 7am-8am	-----1-	:30	1	\$375.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -----1- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Sa 09/22/12 7:58 AM GMA Saturday 7-8am Sat 7am-8am :30 PRATV12-19H \$375.00 NM									
11	09/23/12	09/23/12	GMA Sunday 7-8am	Sun 7-8am	-----1	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -----1 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Su 09/23/12 7:27 AM GMA Sunday 7-8am Sun 7-8am :30 USATV02H \$275.00 NM									
12	09/20/12	09/20/12	Nightline	11:35-12:05AM	---1---	:30	1	\$550.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ---1--- 1 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Th 09/20/12 12:01 AM Nightline 11:35-12:05AM :30 PRATV12-19H \$550.00 NM									
13	09/20/12	09/20/12	WPBF News 25 @ Noon	12pm-1230pm	---1---	:30	1	\$375.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ---1--- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Th 09/20/12 12:22 PM WPBF News 25 @ Noon 12pm-1230pm :30 PRATV12-19H \$375.00 NM									
14	09/20/12	09/20/12	WPBF News 25 Mornings	5:30-5:57am	---1---	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ---1--- 1 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Th 09/20/12 5:55 AM WPBF News 25 Mornings @ 5:30(5:30-5:57am :30 PRATV12-19H \$225.00 NM									
15	09/20/12	09/20/12	Good Morning America	7-9AM	---1---	:30	1	\$600.00	NM
Class of Time - Fixed Non Pre-emptible									

INVOICE



Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
947784-1	09/30/12	September 2012	08/27/12 - 09/24/12

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORITIES USA ACTIO	1561

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
15	09/20/12	09/20/12	Good Morning America	7-9AM	---1---	:30	1	\$600.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	---1---	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	09/20/12	7:55 AM	Good Morning America	7-9AM	:30	USATV02H	\$600.00 NM
16	09/20/12	09/20/12	Jeopardy	7:30-8PM	---1---	:30	1	\$1,700.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	---1---	1	\$1,700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	09/20/12	7:35 PM	Jeopardy	7:30-8PM	:30	USATV02H	\$1,700.00 NM
17	09/18/12	09/18/12	WPBF News 25 @ Noon	12pm-1230pm	-1-----	:30	1	\$375.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-1-----	1	\$375.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	09/18/12	12:28 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	USATV02H	\$375.00 NM
18	09/18/12	09/18/12	Dr. Oz	4-5p	-1-----	:30	1	\$525.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-1-----	1	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	09/18/12	4:20 PM	Dr. Oz	4-5p	:30	USATV02H	\$525.00 NM
19	09/18/12	09/18/12	WPBF News 25 Mornings	6-7AM	-1-----	:30	1	\$450.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-1-----	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	09/18/12	6:12 AM	WPBF News 25 Mornings	6-7AM	:30	USATV02H	\$450.00 NM
20	09/18/12	09/18/12	Good Morning America	7-9AM	-1-----	:30	1	\$600.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-1-----	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	09/18/12	8:43 AM	Good Morning America	7-9AM	:30	USATV02H	\$600.00 NM
21	09/19/12	09/19/12	The View	11A-12PM	--1----	:30	1	\$900.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	--1----	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	09/19/12	10:59 AM	The View	11A-12PM	:30	PRATV12-19H	\$900.00 NM
22	09/19/12	09/19/12	WPBF News 25 @ 5am	5-530am	--1----	:30	1	\$175.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	--1----	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	09/19/12	5:22 AM	WPBF News 25 @ 5am	5-530am	:30	PRATV12-19H	\$175.00 NM
23	09/19/12	09/19/12	M-F 5pm News	5-6pm	--1----	:30	1	\$475.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	--1----	1	\$475.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

INVOICE



Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
947784-1	09/30/12	September 2012	08/27/12 - 09/24/12

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORITIES USA ACTIO	1561

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
23	09/19/12	09/19/12	M-F 5pm News	5-6pm	--1----	:30	1	\$475.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 09/19/12 5:14 PM M-F 5pm News 5-6pm :30 USATV02H \$475.00 NM									
24	09/19/12	09/19/12	WPBF News 25 Mornings	6-7AM	--1----	:30	1	\$450.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/17/12 09/23/12 --1---- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 09/19/12 6:41 AM WPBF News 25 Mornings 6-7AM :30 USATV02H \$450.00 NM									
Total Spots							24		

Payment Terms 30 Days

<u>Gross Total</u>	\$11,385.00
<u>Agency Commission</u>	\$1,707.75
<u>Net Amount Due</u>	\$9,677.25